



Law Firm Overhaul

User Experience Research Report

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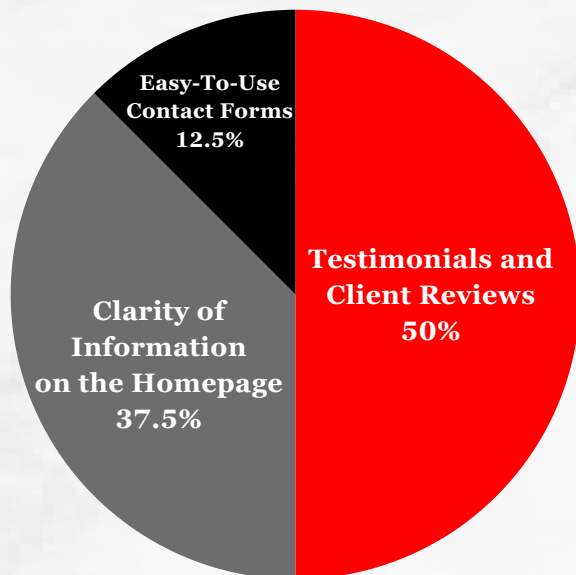
OVERVIEW

Product: Embarking on the "Law Firm Overhaul" Capstone Project, we aim to revamp Reed Leeper, P.C.'s online identity. Our focus is on creating an inclusive website with unique features, including Spanish translation for non-English speakers. The design is uncluttered, and we've streamlined a contact form for quick legal representation inquiries to enhance client engagement.

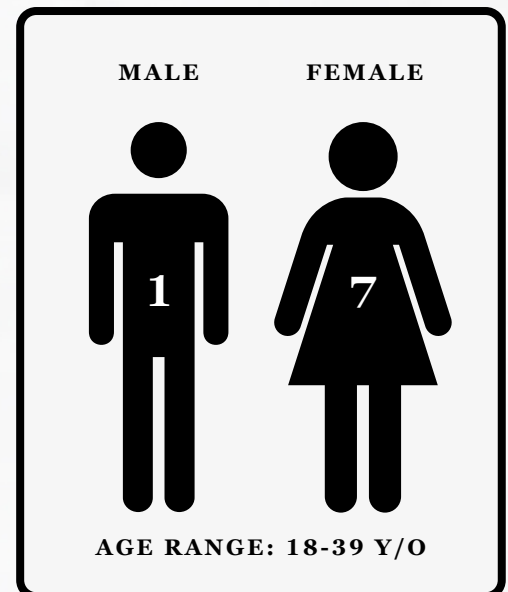
Research Goal: Optimize Reed Leeper P.C.'s website by conducting UX testing to gain insights into user behavior and preferences, validate hypotheses related to value proposition, business model, language accessibility, readability, and form usability, prompting strategic improvements that elevate the overall user experience for individuals who are seeking legal counsel.

PARTICIPANTS

“What aspects of a law firm's website are most important to you when making a decision to hire legal representation?”



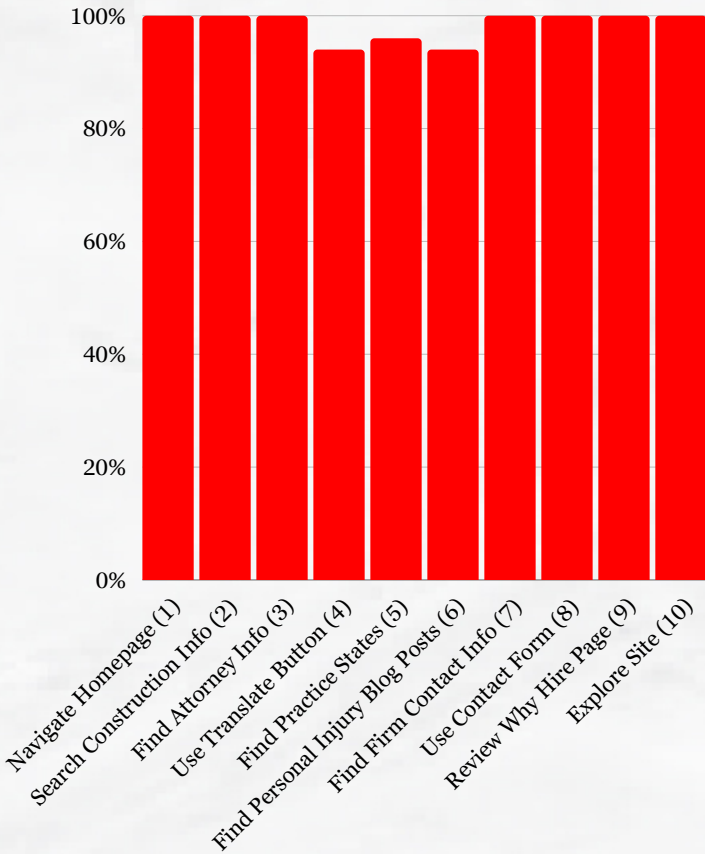
Participant Demographics



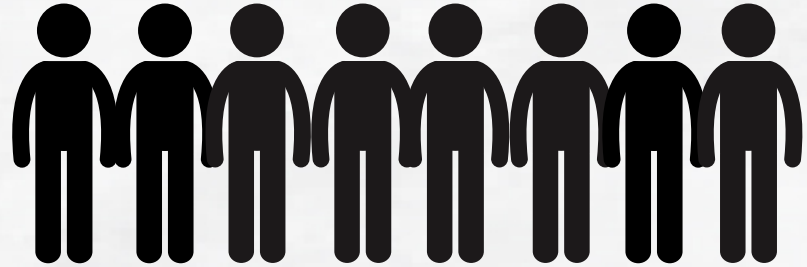
Target Market: Individuals who have, in the past, sought legal representation or feel that they would seek legal representation in the future.

RESULTS

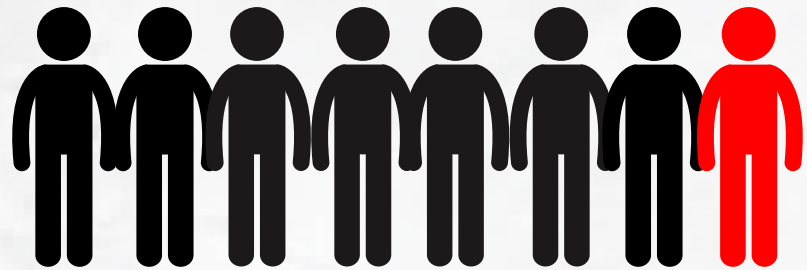
Task Success Rate



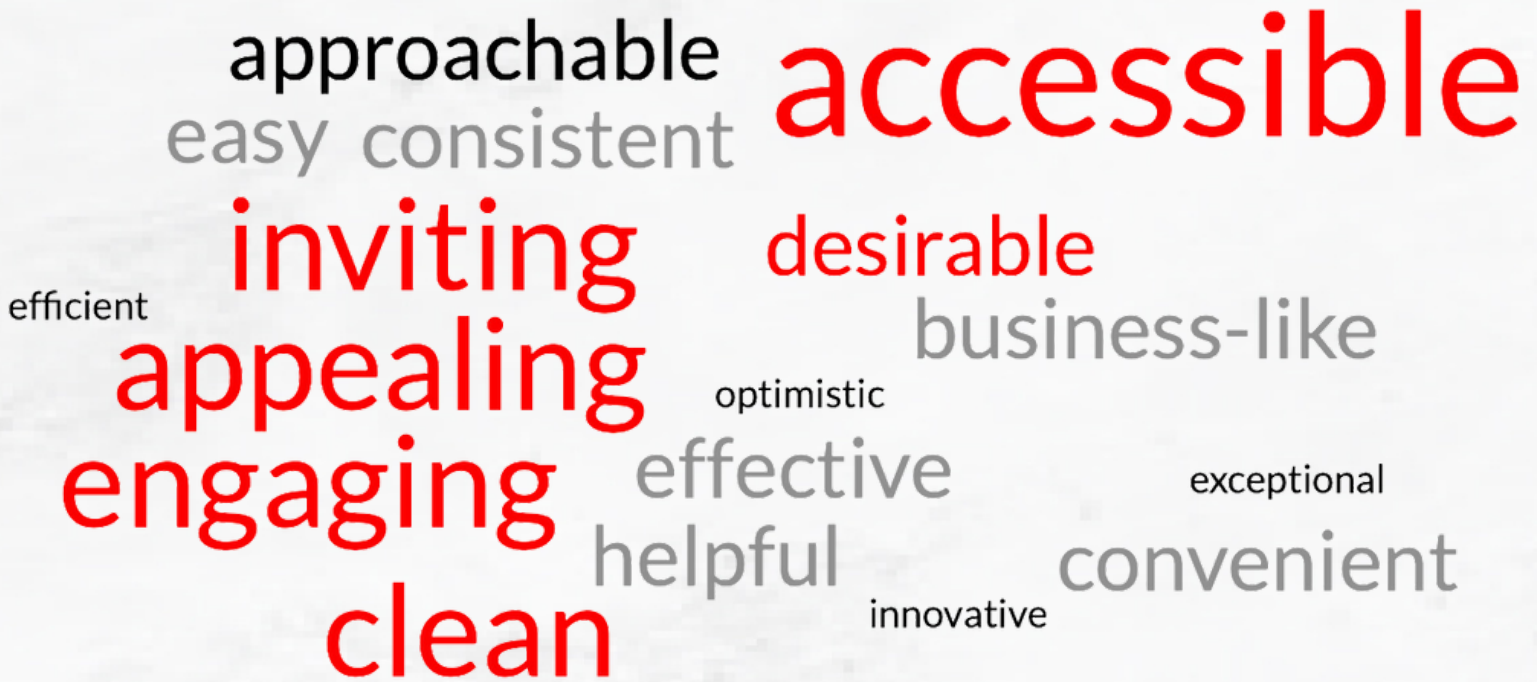
8 out of 8 found it easy to locate and comprehend information related to the legal services offered by Reed Leeper, P.C.



7 out of 8 found the Spanish translation option somewhat or very effective.



Product Reaction Cards



WHAT PARTICIPANTS SAID

“I feel like it all flows nicely - I don't struggle to read any of it. Everything has been easy to navigate.” -S



“The way that it's laid out [the website] and presented really does help to make me feel like they are a law firm that cares.” -H

“I like the way it is laid out, I like having all the big points right here [homepage], it's nice to have that readily available.” -A



IMPROVEMENTS

Problems

The category drop-down on the side-bar of the blog page could stand out more.

Practice states could be located in multiple spots, and not just on the home page.

Solutions

Change the title of the side bar to make the category option stand out more.

Add the map of practice states to the “Why Hire” page and the “Practice Areas” page.



APPENDICES

RECORDINGS

CONSENT FORMS

PRE-SURVEY RESULTS

POST-SURVEY RESULTS

PRODUCT REACTION CARDS

USER TASK TABLE